



Central Region Leadership Conference
Minneapolis, MN
December 5-7, 2014

Chapter Registration Packet

Additional information about CRLC 2014 can be found at www.iamcrdeca.org



CONFERENCE OVERVIEW

Since 1946 DECA has filled the role of the premier student organization preparing high school and college students for careers in marketing, management and entrepreneurship.

Through DECA's program of activities, and our partnerships with business and industry, our students develop academic, leadership, communication, human relations, employability and civic responsibility skills. DECA's activities and partnerships focus on local, state, national and international programs designed to encourage career exploration and recognize student achievement.

DECA produces many exciting conferences every year – for both our teacher-advisors and our student-members. Within our membership, these conferences build excitement and learning more about marketing, management and entrepreneurship – and for pursuing career pathways in these subjects.

The annual DECA Central Region Conference is a 3 day leadership conference designed to energize, educate and even entertain the members in our region!

Some of the highest profile conference opportunities that attendees will be offered during this year's Central Region Leadership Conference include:

- **Daily General Sessions including great speakers**
- **DECA Related Workshops**
- **DECA Role Play Competition & Exam**
- **Leadership & Industry Related Tracks (workshops)**
- **Chartered Association Officer Recognition**
- **Business & College Fair**
- **Big Event Party/Entertainment**
- **DECA After Dark Competition**
- **Optional MN Timberwolves game (pending release of NBA Schedule)**
- **Optional Mall of America**
- **Conference Materials & Gifts**

The 2014 Central Region Leadership Conference promises to be one of the highlights of a DECA member's year. More than two thousand enthusiastic young leaders will meet in Minneapolis, Minnesota to prove that DECA members are ready to communicate, learn & network – ***I AM DECA!!*** Come experience three

action-packed days of DECA's finest leadership development conference. Hear outstanding speakers, attend dynamic and educational breakout sessions, feel the excitement of the daily general sessions, and of course, you won't want to miss out on the entertainment we have planned.

Participants will receive certification in career cluster areas including:

- **Business & Management**
- **Finance**
- **Hospitality**
- **Marketing**
- **Leadership**

A career cluster will consist of breakout sessions during each of the four different breakout session time slots on Saturday in addition to Friday evening sessions. For advisors, special breakout sessions will be dedicated to the Marketing Education profession. Topics of breakouts include:

Sports and Entertainment Marketing
Entrepreneurship
Sales & Marketing
Leadership & Personal Development
Buying and Merchandising
Technology in Business
Hospitality/Travel/Tourism
Financial Literacy
DECA Leadership & Skill Development



CONFERENCE HIGHLIGHTS

Live Action General Sessions

The conference will open with an action-packed Opening Session held at the Hilton Hotel Minneapolis located in Minneapolis, Minnesota. Lights, music and live action will dominate this high-energy session. It is here that participants will experience **I AM DECA** as they begin their conference experience! This session will energize participants for the conference and the entire DECA year that lies ahead!

I AM READY - FRIDAY EVENING OPENING SESSION - JOSH SHIPP

Josh Shipp is "Kid Tested and Parent Approved", also known as "The Teen Whisperer", Josh has been recognized by INC. Magazine on their 30 under 30 list, and is a recognized teen expert for media outlets such as MTV, CNN, FOX, The New York Times, and more. Having spoken with more than two million teens live, Josh talks directly to teens about topics that are crucial to success, all in a way that is entertaining and attention grabbing!

I AM ENERGIZED - SATURDAY MORNING START OFF - BRIAN IMBUS

"Can This Man Read Minds?" This is just one question you will be asking yourself after seeing Brian Imbus' Mentalist Performance. In this entertaining session, Brian will read random thoughts of audience members, the lottery will be predicted, and the program will end with one mind-blowing finale that will leave you awestruck!

I AM THE FUTURE - SUNDAY CLOSING SESSION – ADAM ACE

Adam Ace has been a professional comedian and speaker since graduating from college in 1997. In that time he has performed in 49 of the 50 states, appeared on stage in 27 countries, entertained at 11 military bases, been seen on over 35 different cruise ships and has performed over 1000 college campus shows.

He has headlined casinos in Atlantic City and Las Vegas, and has been selected to perform at the White House. In addition to this he has 3 times been named Comedian of the Year (2001, 2009, 2012) by the APCA (The Association for the Promotion of Campus Activities).

Adam speaks to high school and college students about making smart choices while in that will allow them to graduate on time, avoid all the drama and go on to find a job that they will really love.

Educational & Motivational Breakout Sessions

After the opening session and all day Saturday the Saturday General Session Start off, participants will have a comprehensive selection of breakout sessions to choose from. Career area breakout sessions will be offered, with numerous sessions in each track, giving students an unbelievable opportunity to develop their skills. Outstanding leaders in their respective professions will present these sessions, which will educate and motivate participants! Check out the conference on the website at www.crlc.mndeca.org for updates describing the numerous different breakout sessions to be offered.

Educator Professional Development

Develop your strengths...as an advisor

We want you! (To share the strength of your ideas and methods with fellow advisors!) Check out these interactive professional development sessions, custom made for DECA advisors! In this track, advisors can learn and share techniques for improving their chapter and classroom experience. Join a session and start seeing more productive meetings, more successful competitors, and more effective officers!

Advisor Networking

On Saturday evening, we have special networking opportunity planned for the advisors. Refreshments and great conversation await each advisor.

I AM A SHOPPER

Escape to over 520 stores, 50 restaurants and the nation's largest indoor amusement park with more than 30 remarkable rides. Experience lading attractions including Underwater Adventures Aquarium, NASCAR

Silicon Motor Speedway, A.C.E.S. Flight Simulator and more! Central Region DECA – here’s your opportunity **IF you are a shopper - go to** MALL OF AMERICA!

Advisors, please keep in mind that guests 15 or younger must be accompanied by an adult 21 years or older after 4 p.m. on Saturday. One adult can escort up to 10 students. Anyone under 21 years or younger should be prepared to show a driver’s license, state ID card or passport during the Parental Escort hours.

ENTERTAINMENT OPTIONS

I AM HYPNOTIZED – Friday evening entertainment

Brian Imbus is one of the most requested Hypnotic Entertainers in the United States. In this high energy performance, the audience will become the show as volunteers are led through an entertaining journey of imagination!

I AM FIT – Rise & Shine Saturday morning yoga

I AM SOCIAL - Conference Gala

Do you want to party? Do you want to have a great time? On Saturday night, conference participants will have several evening entertainment choices: Live Music, games, food and more! Central Region will party at the Minneapolis Hilton Ballroom.



2014 Central Region Leadership Conference

Tentative Agenda

FRIDAY, DECEMBER 5, 2014

9:00 am - 5:00 pm

9:00 am - 12:00 pm

10:00 am - 11:30 am

1:00 pm - 5:00 pm

1:00 pm - 5:00 pm

1:00 pm - 7:00 pm

5:00 pm - 7:00 pm

5:00 pm - 7:00 pm

7:00 pm - 8:15 pm

8:30 pm - 9:00 pm

9:15 pm - 9:45 pm

10:00 pm - 11:15 pm

11:30 pm - 12:00 am

12:00 am

SATURDAY, DECEMBER 6, 2014

7:00 am - 7:45 am

8:00 am - 3:30 pm

8:30 am - 9:15 am

9:30 am - 3:30 pm

11:30 am - 1:30 pm

11:30 am - 1:30 pm

4:00 pm - 9:00 pm

9:00 pm - 12:00 am

10:00 pm - 11:00 pm

12:00 am

SUNDAY, DECEMBER 7, 2014

9:00 am - 10:30 am

Registration

(Determined by Chartered Associations)

Industry Tours *(Pre-registration Required)*

Chartered Association Advisors Meeting & Brunch

I AM COMPETITIVE ■ Role Play Competition

Industry Tours *(Pre-registration Required)*

Business & College Fair

Chartered Association Delegation Meetings

(Check with Your Advisor)

Dinner On Your Own

I AM READY ■ Opening General Session

Featuring Josh Shipp, Keynote Speaker

DECA-Related Workshops - Part I

DECA-Related Workshops - Part II

I AM HYPNOTIZED ■ Evening Entertainment

Featuring Brian Imbus, Hypnotist

Chapter Meetings

Curfew

I AM FIT ■ Rise & Shine Yoga

Business & College Fair

I AM ENERGIZED ■ General Session

Featuring Brian Imbus, Keynote Speaker

I AM PROFESSIONAL ■ Workshops

(9:30 am, 10:30 am, 1:30 pm and 2:30 pm)

Business Management & Administration

Finance

Hospitality, Travel & Tourism

Marketing

Leadership & Personal Development

Professional Development (Advisors)

Lunch On Your Own

I AM A LEADER ■ Chartered Association Officer

Luncheon

I AM A SHOPPER ■ Mall of America Experience On

Your Own

I AM SOCIAL ■ DECA CRLC Gala

I AM AN ADVISOR ■ Advisor Reception

Curfew

I AM THE FUTURE ■ Closing Session

(Wear Your Conference T-Shirt)

Featuring Adam Ace, Keynote Speaker



CONFERENCE INFORMATION

REGISTRATION FEE

The registration fee for the Central Region Leadership Conference is **\$125.00**. Students, advisors and chaperones all must be registered. The registration fee includes all conference materials, speakers' fees, entertainment and all other costs associated with the conference.

No additions will be accepted after **October 20, 2014**, although cancellations (see Refund Policy) and substitutions will be accepted after this date. Please make sure to compute the total registration fees due.

All registration forms are due no later than **October 20, 2014**.

Please utilize excel file to register your chapter: ChapterAdvisorDocuments 2014.xls

Submit your forms electronically to your Chartered Association Advisor.

PLEASE SEND ALL REGISTRATION FORMS AND PAYMENT TO:

Wisconsin DECA
ATTN: Tim Fandek
125 S. Webster Street
Madison, WI 53703

Make Check Payable To: Wisconsin DECA

REGISTRATION REFUND POLICY

Enclosed is the Official Cancellation Form. All cancellations must be submitted on this form in order to receive a refund. Please do not e-mail or phone corrections, changes or cancellations.

- \$55.00 refund per person for registration cancellations received or faxed between October 21, 2014 and November 10, 2014. This applies to the registration fee only!
- No refund for registration cancellations received on or after **November 11, 2014**. Substitutions are **allowed up to on-site registration on December 5, 2014**. **The Chartered Association Advisor is responsible for all cancellations and/or substitutions with the hotel.**

HOTEL REGISTRATION & LODGING

Each of the 13 states will be assigned a specific hotel property for their entire state by the DECA Central Region Conference Committee and must reside at that assigned hotel for this conference. Only the Chartered Association Advisor will be able to make room reservations (no individual reservations or individual school reservations will be accepted). Chartered Association Advisors will be notified of their assignment following the Chartered Association Registration Deadline and will contact their chapters.

If your chapter wants to share rooms with other chapters, please arrange it among yourselves. We will not be arranging to match up students that have not requested a particular roommate. **The Housing Registration Form is due October 20, 2014 to Terri Mackey at widecacenterdirector@gmail.com.**

You will be notified of your hotel assignment by Terri Mackey shortly after the deadline of **October 20, 2014**.

<u>Minneapolis Hilton & Towers</u> 1001 Marquette Ave. Minneapolis, MN 55403 612-376-1000	<u>Hyatt Regency Minneapolis</u> 1300 Nicollet Mall Minneapolis, MN 55403 612 370-1234
All Rooms: <ul style="list-style-type: none">• \$157.63/single• \$78.82 per person/double• \$52.55 per person/triple• \$39.41 per person/quad	All Rooms: <ul style="list-style-type: none">• \$157.63/single• \$78.82 per person/double• \$52.55 per person/triple• \$39.41 per person/quad

Conference Rates are available Thursday, Friday, Saturday and Sunday.

Student housing is based on four (4) to a room. If a chapter does not have multiples of four (4) delegates of the same sex, it will be the chapter's responsibility to fill a room by contacting other chapters. Chapters must house the majority of their delegation in quad rooms, so we can ensure that there will be adequate room for all delegates.

If you make arrangements with another school to fill a quad room, please include the name of the school the student is from, after his/her name, on the form. Be sure that both schools include the mixed room on the registration form, and prepay their appropriate share.

Advisors should plan to be assigned to a twin (2-person) room. Please indicate the name and school of the individual you want to room with, so the hotel can properly match you up. Remember to check with your intended roommate first. Also, remember to **register your spouse** if they will be staying with you during the conference.

Registrations received after October 20, 2014 will run the risk of rooms not being available.

Incidental Charges: All incidental charges, (i.e. telephone and movie) must be paid before checking out. There is to be no room service or phone calls made from the room. All phones will be restricted so no outside calls can be placed. A credit card imprint must be left if you want to make outside calls. Phone calls can be made from pay phones located throughout the hotel.

Hotel operators have been instructed not to connect any outside or room to room calls after curfew.

Please note that sleeping rooms may not be available upon arrival, so delegates should plan accordingly.

DEFINITION OF ROOM TYPES

- **Quad Room** will consist of two (2) queen beds and no roll-a-ways, or a king bed and two (2) roll-a-ways.
- **Triple Room** will consist of a king bed and a roll-a-way.
- **Double Advisor Room** will REQUEST two (2) queen beds.
(One advisor per bed)
- **Double Student Room** will consist of one (1) king bed.
- **Single or Advisor with Spouse** will be assigned a room with one king bed.

CHECK-IN PROCEDURE

When you arrive, the **advisor from each chapter** should pick up the room keys from their assigned hotel and be prepared to provide a credit card for incidentals on their room.

Please Note: Hotel check-in begins at 3:00 p.m. Please be advised that if you plan to arrive early, your chapter may not be able to check in until the specified time. There will be luggage storage available for early arrivals.

CHECK-OUT PROCEDURE

Prior to departure, each chapter advisor must make certain that all incidental room charges for their rooms are paid. **Check-out is 12:00 Noon.**

Code of Conduct and Medical Forms

CRLC 2014 is a professional conference, and all conference participants are expected to abide by the **DECA Code of Conduct**. Every participant must read and sign the **DECA Code of Conduct**. Chapter advisors are required to bring these forms to the conference and keep them in the event of a situation requiring their use.

Security

Security will be on duty throughout the conference. Security will strictly enforce the Code of Conduct and curfew. Security will **not** replace the responsibility of each advisor monitoring behavior and conducting room checks at curfew. Curfew is **12 midnight to 6:00 a.m. No food is allowed to be delivered to any room after midnight.** Chapter advisors are encouraged to have chapter meetings at during the designated time from 11:30 p.m. – 12 midnight on Friday evening.

ADDITIONAL CONFERENCE DETAILS

Conference Certification

Participants will receive certification for participating in the conference. Students will receive tickets for each breakout session with their personal QR code to turn in at the end of sessions. Watch for more details at the conference.

Business & College Fair

Exhibits are conveniently located outside of the ballroom of the Hilton. Participants can visit the Exhibits from 1:00 to 7:00 p.m. on Friday and 8:00 a.m. to 3:30 p.m. on Saturday. Exhibits will range from school store vendors, colleges, DECA Images and companies interested in recruiting DECA members.

Chartered Association Delegation Meetings

Consult the conference program for the exact time and location of your Association's meeting.

DRESS CODE

Business representatives, press, hotel from the opening session until the end of the closing session, **students, advisors and professionals** shall adhere to the following Dress Code requirements. It is the **Chapter Advisor's** responsibility to see that their students, professionals and themselves comply with the rules established for proper dress code. Advisors should monitor their students' dress at all functions. Business representatives, press personnel, hotel staff and guests will be seeing DECA's finest members—show them a professional business image. Staff and guests will be seeing DECA's finest members—show them a professional business image.

Business Attire for Opening Session, Saturday Morning Session & Workshops

Females

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes and hosiery/trouser socks. Shirts must have sleeves and no bare mid drift. Skirts must be at least finger tip length.

Males

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks. ***The following items are not allowed: denim, athletic shoes, sweatshirts and t-shirts, shorts and hats.***

Saturday Night Activity and Free Time

Neat casual clothing is acceptable. Shoes must be worn when in public areas. Items not acceptable include hats, bathing suits (unless at the pool), and suggestive attire. Shirts must have sleeves and no bare mid drift. Skirts and shorts must be at least finger tip length.

Sunday Closing Session

Participants may wear denim to the closing session if they are also wearing the conference t-shirt.

Unacceptable Attire

The following are unacceptable during **any** DECA activities: skin-tight or revealing clothing, athletic clothing, midriff-baring clothing, swimwear and clothing with printing that is suggestive, obscene or promotes illegal activities.

CONFERENCE SHIRTS

Each registered conference participant will receive a conference shirt. Please use the registration form to summarize the sizes needed for your chapter. This number must coincide with the number of paid attendees from your chapter.

FRIDAY TOURS

Tours are available on Friday, December 5 for registered conference participants. Student can participate in one morning tour and one afternoon tour max for a cost of \$20.00 per person for each tour including transportation. To register, select the tour on your conference excel registration tab.

Target Field and Target Arena

Do you have an interest in the Sports and Entertainment field? Join us on a tour of two of Americas greatest venues. Target Field, home of the Minnesota Twins as well as the 2014 MLB All-Star Game is a site to behold. Take a tour through the stadium, dugout, press box and see one of the greatest baseball memorabilia collections in America. Target Center is a multi-use arena located in the heart of vibrant downtown Minneapolis, Minnesota. It is home to the NBA's Minnesota Timberwolves and WNBA's Minnesota Lynx. Target Center hosts major family shows, concerts, sporting events, graduations and private events! Hear from team executives what it takes to work in such an exciting profession.

Piper Jaffray

In the world of Finance and banking, not many companies compare to Piper Jaffray and their assortment of business offerings. Founded in 1895, the firm is headquartered in Minneapolis and has offices across the United States and in London, Hong Kong¹ and Zurich. We offer a full suite of products to serve our clients' business lifecycle needs, geographic reach in an increasingly global market, and deep expertise in our core sectors. These products include Investment Banking, Public Finance, Asset Management and Community Leadership. Spend time with some of the industries experts both with Piper Jaffray and one of their clients to understand the broad assortment of products and services offered as well as the range of career opportunities offered within this field.

The Vertical Endeavors - ALL PARTICIPANTS MUST HAVE A COMPLETED SIGNED WAIVER

Built in one of the last remaining historic Ice House buildings, join us for a state of the art climbing experience featuring 50-60 foot climbing walls. Conquer your fears, experience new heights, and if you have never climbed before, you will work directly with experienced instructors who will teach you how to climb. Vertical Endeavors-Minneapolis features 24 auto belays, as well as a pro shop to fulfill all your climbing needs. After a brief orientation, the staff at Vertical Endeavors will have you climbing in no time. We recommend that you wear loose, comfortable athletic clothing and tight shoes. This activity does require a separate waiver, that must be signed by your parent or guardian, if you are under 18 years of age, prior to climbing.

Mall of America

Are you a shopper? Have you ever wondered what goes on behind the scenes at the largest enclosed shopping center in the United States? If you answered yes to either of these questions, then this is the experience for you. A Mall of America tourism representative will speak to you on topics such as marketing history, development, retail success, architecture, management, day-to-day operations, economic impact to the local and state economies, and what makes Mall of America unique. All participants will receive a 2014 Mall of America Coupon Book, and then of course, you will have the opportunity to experience the mall for yourself.

DECA Role Play Competition & Exam

DECA members will have an opportunity to participate in a role play competition & exam on Friday afternoon. Top finishers will be recognized at the Closing Session. This will be an optional activity on Friday afternoon – if they participate, they will not be able to go on an afternoon tour. Sign up on the excel registration file for those interested.

STUDENT & ADULT CODE OF ETHICS

All conference participants are to consider this a professional conference and are therefore expected to abide by the DECA Code of Conduct. Every participant must read and complete the DECA Code of Conduct. All forms must have required signatures. Although these forms do not need to be submitted with registration materials, chapter advisors are required to bring these forms to the conference.

CHAPERONE CRITERIA

The required chaperone ratio is one advisor per 10 students. All advisors will be responsible for conducting room checks at curfew and to patrol the halls after curfew.

IF YOU NEED TO CONTACT A HOSPITAL

Hennepin County Medical Center
612/347-2121
Or
Abbott Northwestern Hospital
612-863-4000

TRANSPORTATION DETAILS

PARKING

Parking for cars, minivans and passenger vans is available at parking ramps for \$5.00 - \$25.00 per day, depending on parking ramp selected.

Hilton Minneapolis Ramp (11th St Underground):

Address: 1030 2nd Avenue South
Office Hours: 7am-6pm
Phone: (612) 673-9644
Vehicle Entry: 2nd Avenue, 11th Street
Vehicle Exit: 2nd Avenue, 11th Street

Leamington:

Address: 1001 2nd Avenue South
Office Hours: 7am-6pm
Phone: (612) 673-9650
Vehicle Entry: 10th Street, 11th Street
Vehicle Exit: 10th Street, 11th Street

11th & Marquette:

Address: 1111 Marquette Avenue
Office Hours: 7am-6pm
Phone: (612) 339-2554
Vehicle Entry: 12th Street, Marquette Avenue, 11th Street
Vehicle Exit: 2nd Avenue, 11th Street

EXTENDED VAN, SCHOOL BUS OR COACH BUS PARKING OPTIONS

Minneapolis City Permit Parking

www.minneapolis.mn.roadway.net

Contact: Mr. Simeon Rucker, Ampco System Parking – #612.333.9031

(or Jose Weeks) josew0@mplsparking.com

Reservations must be made in advance

Cost: \$17.00/day - \$25.00/day

Location: Various areas downtown including city bus terminals, city streets and surface lots

www.ci.minneapolis.mn.us/parking

OR

Contact: Doug Maday, Supervisor

City of Minneapolis – Public Works

Doug.maday@ci.minneapolis.mn.us

Cost: Email for cost

Location: Hooded meter & street parking

Jefferson Lines

Contact: Keith Hauck, Operations Manager – #612.359.3450

Cost: \$50.00/day – outdoor parking

Location: 2100 E. 26th Street, Minneapolis, MN 55404

Parade Stadium

Contact: Steven Buchal – #612.230.6440 (sbuchal@minneapolisparks.org)

Reservations must be made in advance

Cost: \$25.00 per day

Location: 600 Kenwood Parkway (near Walker Art Center), Minneapolis MN 55401

Ritz Lot

Contact: Derek - #612.332.0391

Reservations must be made in advance

Cost: \$36 weekday / \$20 weekend per day

Location: 315 Nicollet Avenue, Minneapolis

Dunwoody Institute

Contact: Michell Bradley - #612.374.5800

Reservations must be made in advance

Cost: Call for current rates

Location: 818 Dunwoody Blvd, Minneapolis

SKYWALK SYSTEM

Minneapolis is home to skywalks! Skywalks are glass-enclosed pedestrian walkways above the streets that allow us to travel from meeting facilities to hotels to restaurants without being troubled by possible weather conditions. The skywalk connects both of the hotels to the Minneapolis Convention Center.

DOWNTOWN BUS ZONE

Getting to and from your hotel, the Minneapolis Convention Center, and most of downtown's major shopping and restaurant locations is easy. Just board any of the Metro Transit buses heading in the direction you want to go (we suggest you try the Nicollet Mall routes) and you pay only 50¢. Buses run regularly during day and evening hours, with service frequency every 5 – 15 minutes depending on the bus and time of day. If you have questions about a Metro Transit route or schedule, contact Metro Transit at 612/373-3333. Look for a Metro Transit bus shelter or bus stop and catch a ride!

LIGHT RAIL

Zoom around town on the Hiawatha Light Rail! Electrically-powered rail cars bring transportation on tracks back to Minneapolis for the first time in 50 years (when the last streetcar was operational)!

Getting around Minneapolis is a breeze with 17 rail stations between the entertainment-packed Warehouse District in downtown Minneapolis and the shopper's paradise – Mall of America in Bloomington. With additional stops at the Minneapolis/St. Paul International Airport, Historic Fort Snelling, restaurants along Hiawatha Avenue, the H.H.H. Metrodome and various locations along 5th Street in downtown – the Blue Line can provide a full day of entertainment and still get you to the airport on time! Designed to work in tandem with existing public transportation, Metro Transit bus routes connect with LRT stations – transfers between bus and rail are valid if used within 150 minutes. Train fares are \$1.75 (non-rush hour) or \$2.25 (rush hour – weekdays 6-9 a.m. and 3-6:30 p.m.). Taking the train to a game or event? Make it easy to get there and back. You can now also ride the train over to St. Paul on the "Green Line". Visit Metro Transit's website:

<http://www.metrotransit.org/rail/index.asp>.

SERVICE FOR SPECIAL NEEDS STUDENTS

We want to make every opportunity available for our special needs members to participate in the CRLC. A form is enclosed to identify students that need special services. We will work with the school and/or chartered association to provide the appropriate services. It is critical that we receive the attached form by the due date in order to arrange the appropriate services.

CONFERENCE EXPECTATIONS

DECA is a student-centered, national organization whose program of leadership and personal development is designed specifically for students enrolled in Marketing Education or who have a career goal in the fields of marketing, management and entrepreneurship. DECA is co-curricular, designed as an integral part of the classroom instructional program. The goals of DECA are:

- to develop leadership characteristics
- to develop self-confidence and self-acceptance
- to develop a greater understanding of our free, competitive enterprise system
- to further develop occupational competencies needed for careers in marketing, management and entrepreneurship
- to develop high ethical standards in personal and business relationships
- to develop effective international relationships
- to develop a greater awareness of career opportunities
- to develop greater proficiency in communication
- to develop greater appreciation of the responsibilities of citizenship
- to develop a healthy competitive spirit
- to develop social and business etiquette

DECA members have the opportunity for involvement at the local, state, regional, and international levels. Several conferences are held each year at the various levels, each addressing many of the goals of DECA. At the state and national levels these conferences are normally two- to five-day events, requiring students to stay overnight in the conference hotels.

To be eligible to attend the Central Region Leadership Conference, the student must have earned the right to attend by demonstrating desire to participate fully in all scheduled conference activities, and a commitment to live by the DECA Code of Conduct while attending. Permission from the local advisor, the school and the student's parent/guardian to attend is also required.

To assist in supervision of the conference, security will perform the following activities:

1. Walk the hotel floors to monitor behavior.
2. Monitor appropriate dress at sessions and breakout sessions.
3. Ensure that students are wearing nametags to conference activities.
4. Monitor curfew each night at 12:00 (Midnight).
5. Ensure that there are no food deliveries (both student and advisor) after curfew.

Responsibilities of the advisors for the Central Region Leadership Conference are as follows:

1. The advisor will be responsible for all aspects of the trip including travel arrangements, selection and discipline of students, emergency situations, and notification to parents of all aspects of the trip.
2. The advisor must provide all students with a written copy of all rules and trip procedures.
3. The advisor will be responsible for student supervision, room checks, curfew and bed checks, etc.
4. The advisor will be responsible for maintaining a file of all signed agreements from the students and/or parents.

COMPLETE THE ONLINE CODE OF CONDUCT FORM: (ONLY NECESSARY IF NOT ALREADY SUBMITTED)

STUDENT: <https://www.formstack.com/forms/?1821068-wAwnEhlcRI>
ADVISOR/CHAPERONE: <https://www.formstack.com/forms/?1821176-PiorTSgiil>
SCHOOL LEADERSHIP/ADMIN: <https://www.formstack.com/forms/?1821217-C19jFHzRwL>
CODE OF CONDUCT – CRLC 2014

Name _____ Chapter _____ State _____

Attendance at any DECA sponsored conference or activity is a privilege. The following conduct policies will apply to all delegates: students, adults, and any other authorized persons attending the conference. This form must be signed by each student, and the student's parent or guardian, attending a DECA conference or activity (including, but not limited to, conferences, meetings, workshops, etc.) and brought to the conference by the chapter advisor.

Delegates shall abide by the rules and practices of DECA at all times, to and from the designated point of origin of the activity. Delegates shall respect and abide by the authority vested in DECA. Determination of penalties for violations will be at the discretion of your state association of DECA. Additional penalties may be imposed by the local school district.

- The term "delegate" shall mean any DECA member, including advisors, attending conferences (high school, collegiate, alumni, professional).
- There shall be no defacing of public property. Any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
- Delegates must wear identification badges and wristbands at all times.
- Delegates shall refrain from using inappropriate or profane language at all times.
- Delegates shall refrain from verbal, physical or sexual harassment, hazing or name-calling.
- Delegates shall respect the rights and safety of other hotel guests.
- Delegates shall not possess alcoholic beverages, narcotics or weapons in any form at any time under any circumstances.
- Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other things of value.
- Use of tobacco products by delegates is prohibited at all DECA functions.
- Delegates must adhere to the dress code at all times.
- Delegates must not dress or behave in a manner than can be interpreted as sexually explicit.
- Students shall keep their adult advisors informed of their activities and whereabouts at all times.
- No delegate shall leave the hotel (except for authorized events) unless permission has been received from chapter and state/provincial advisors.
- Delegates should be prompt and prepared for all activities.
- Delegates should be financially prepared for all activities.
- Delegates are required to attend all sessions and activities assigned including workshops, competitive events, committee meetings, etc. for which they are registered unless engaged in some specific assignment scheduled at the same time.
- Delegates will spend nights at their assigned hotel and in their assigned room. No guests allowed during curfew hours. Delegates will be quiet at curfew.
- Curfew will be enforced. Curfew means the delegate will be in his/her assigned room.
- State/Provincial associations will be responsible for delegates' conduct.
- Delegates ignoring or violating any of the above rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense.
- Tasteful casual wear will be accepted during specific social functions as designated during orientation.
- Delegates shall allow DECA and the Central Region Leadership Conference to use conference photographs and video footage for promotional purposes.

MEDICAL TREATMENT AUTHORIZATION

**** ALREADY INCLUDED IN YOUR ONLINE CODE OF CONDUCTS ****

Page 2 of 2

As parent/guardian, I have reviewed the Delegate Code of Conduct with our son/daughter, and he/she agrees to abide by the rules. The Chapter Advisors, Chartered Association Advisor and/or Central Region DECA has the right to send the delegate home from the activity, at my expense, provided that he/she has violated the Delegate Code of Conduct and I have been notified of the violation and transportation arrangements.

The delegate has my permission to attend the Central Region Leadership Conference. I understand the delegate will be supervised by the DECA Chapter Advisor. I, the parent/guardian, will not hold the school, the advisor, the Board of Education, our Chartered Association, Central Region DECA nor the conference staff responsible for any injuries while attending or while en-route to and from the DECA sponsored activity.

In the event of accident or illness requiring emergency medical treatment, occurring while in attendance at this DECA activity, the undersigned parent/guardian hereby authorizes the DECA Chapter Advisor to procure suitable medical treatment for the below signed delegate, and I will provide for the payment of those costs on behalf of the named delegate. I also expect the DECA Chapter Advisor to contact me by telephone, as soon as possible, if medical services are necessary.

Central Region Leadership Conference, December 5-7, 2014, Minneapolis, Minnesota

Name of School

Name of Delegate

Date of Birth

Address

City

State

Zip

Daytime Phone

Evening Phone

Emergency Contact:

Phone

Please list any medications or physical limitations _____

Parent/Guardian's Signature

Date

Delegate's Signature

Date

Chapter Advisor's Signature

Date

Principal's Signature

Date

Insurance Company

Policy Number

The Central Region Leadership Conference will not discriminate on the basis of race, color, creed, national origin, ancestry, age, gender, marital status, weight, sexual orientation, or disability. Any student requiring an accommodation as a result of a disability should contact the chapter advisor to arrange such accommodation.

Official Cancellation Form—WILL BE COMPLETED ONLINE

The DECA Chapter Advisor must bring this signed form for each delegate to each conference.



Official Cancellation Form

DECA Central Region
Leadership Conference

December 5-7, 2014 • Minneapolis, MN

State	
Chapter/School	
Advisor	
City	
Email Address	
Phone Number	
Cell Phone Number	

Directions: To be eligible for a \$55 refund, all cancellations must be made ONLINE and received by Terri Mackey before November 10, 2014. Chartered Association Advisors are responsible for hotel cancellations and substitutions.

I direct you to cancel the following delegate(s) for the 2014 Central Region Leadership Conference.

Please cancel the following delegates	Classification	Gender
Please substitute the following delegates	Classification	Gender
Classification: Student, State Officer, Advisor, Chaperone, Spouse		

Chapter Advisor Signature: _____

State Advisor Signature: _____

FOR OFFICIAL USE ONLY

Date Received	Amount Due/Refund



SERVICE FOR SPECIAL NEED STUDENTS

COMPLETED ONLINE

Please fill in the information as completely as possible to help us provide a positive learning experience for all of our conference participants.

Name of Student

Chartered Association

Special Needs Condition _____

Services Requested _____

Contact Person for CRLC _____

Telephone Number _____

Email Address _____

Local DECA Advisor (if different than contact person for CRLC) _____

Telephone Number _____

Email Address _____

Please forward this document with your registration materials to your chartered association advisor.

Copy and distribute as needed.